

## CLAIMS

What is claimed is:

1. A method for rendering images on display devices with improved quality with the steps of:  
analysing at least partially contents of said image  
determining a tone rendering curve based on said analysed image content, and  
adjusting luminance values of pixels within said image according to said determined tone rendering curve.
2. The method of claim 1, wherein luminance values of pixels are analysed for determining said tone rendering curve.
3. The method of claim 1, wherein an image histogram is analysed for determining said tone rendering curve.
4. The method of claim 1, wherein at least two different tone rendering curves are stored, and wherein said determined tone rendering curve is taken from said storage.
5. The method of claim 1, wherein said tone rendering curve is customized according to properties of said display device.

6. The method of claim 1, wherein said tone rendering curve is applied to said luminance values of pixels within an HSV or Ls $\alpha$  colour space.
7. The method of claim 1, wherein ambient light information is acquired, and wherein said tone rendering curve is also determined based on said ambient light information.
8. A method for rendering images on display devices with improved quality with the steps of:  
acquiring ambient light information,  
analysing said ambient light information,  
determining a tone rendering curve based on said ambient light information, and  
adjusting luminance values of pixels within said image according to said determined tone rendering curve.
9. A method for rendering images on display devices with improved quality with the steps of:  
analysing at least partially contents of said image,  
acquiring ambient light information,  
determining a tone rendering curve based on said ambient light information, and said image content,  
and  
adjusting luminance values of pixels within said image according to said determined tone rendering curve.
10. A display device for presenting images to viewers according to a method of claim 1, said display device comprising:

a screen for showing said image,  
image analysing means for analysing at least  
partially contents of said image,  
tone rendering curve determination means for  
determining a tone rendering curve based on said  
analysed image content, and  
image adjusting means for adjusting luminance values  
of pixels within said image according to said  
determined tone rendering curve.

11. A display device for presenting images to viewers  
according to a method of claim 1, said display device  
comprising:

a screen for showing said image,  
ambient light acquisition means for acquiring ambient  
light information,  
tone rendering curve determination means for  
determining a tone rendering curve based on said  
acquired ambient light information, and  
image adjusting means for adjusting luminance values  
of pixels within said image according to said  
determined tone rendering curve.

12. A display device for presenting images to viewers  
according to a method of claim 1, said display device  
comprising:

a screen for showing said image,  
image analysing means for analysing at least  
partially contents of said image,  
ambient light acquisition means for acquiring ambient  
light information,  
tone rendering curve determination means for  
determining a tone rendering curve based on said

analysed image content, and said acquired ambient light information, and  
image adjusting means for adjusting luminance values of pixels within said image according to said determined tone rendering curve.

13. A display device driver for driving a display device according to claim 10, comprising:  
image analysing means for analysing image content,  
tone rendering curve determination means for determining a tone rendering curve based on said analysed image content, and  
image adjusting means for adjusting luminance values of pixels within said image according to said acquired tone rendering curve.
14. A system for presenting images with improved quality to viewers, comprising:  
a display device according to claim 10, and  
an ambient light sensor for providing ambient light information,  
wherein said display device adjusts luminance values of pixels within said image according to a rendering curve determined at least partially by said ambient light information.
15. A computer program for driving a display device, or a display device driver, operable to cause a processor to perform a method according to claim 1.
16. A computer program product with a computer program according to claim 15 tangibly stored thereon.